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10 Attorneys for Defendant
11 ALLSTAR MARKETING GROUP, LLC

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14 UNITED STATES DISTRICT COURT
15 SOUTHERN DISTRICT OF CALIFORNIA

16 RACHEL GASSO, on behalf of herself and
17 all consumers similarly situated,

18 Plaintiffs,

19 v.
20
21 ALLSTAR MARKETING GROUP, INC.,
22 ALLSTAR MARKETING GROUP, LLC,
23 ALLSTAR MARKETING CORP., and
24 DOES 1-25, inclusive,

25 Defendants.

26 CASE NO.:
27
28

29 DECLARATION OF HENNY
30 KARREMAN IN SUPPORT OF
31 REMOVAL JURISDICTION

32 VENABLE LLP
33 2049 CENTURY PARK EAST, #2100
34 LOS ANGELES, CALIFORNIA 90067
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36 DECLARATION OF HENNY KARREMAN

37 Ex. B Pg. 24

38 EXHIBIT #1

1 I, Henny Karreman, declare as follows:

2 1. I am the Chief Financial Officer of Allstar Marketing Group, LLC
 3 ("Allstar"), a defendant in the action captioned above. This Declaration is submitted in
 4 connection with Allstar's Notice of Removal of this action to Federal Court, to present
 5 the Court with facts establishing that subject matter jurisdiction exists over this action.
 6 As Allstar's Chief Financial Officer, I oversee and am personally familiar with the
 7 accounting records for all of Allstar's products, including "Auto Cool," the product that
 8 is at issue in this lawsuit. I have personal knowledge of the facts stated herein unless
 9 otherwise stated and, if called upon to do so, I could and would competently testify
 10 thereto.

11 2. To determine the value of plaintiff's claims, I have reviewed Allstar's
 12 internal sales revenue data, as well as data provided to Allstar by its fulfillment center
 13 with regard to direct response sales. As explained below, based on my review of this
 14 data, I have determined that the value of plaintiff's claim for restitution is in excess of
 15 \$14.5 million.

16 3. Allstar is a New York limited liability company whose main office is
 17 located in Hawthorne, New York. Allstar sells consumer products such as Auto Cool
 18 through "direct response," which involves sales that are made directly to consumers by
 19 Allstar through its fulfillment center. Allstar also sells Auto Cool products to
 20 nationwide retailers, and at wholesale to catalog companies, internet marketers, and
 21 other advertisers. These retailers and other distributors in turn sell the products to
 22 consumers and occasionally to smaller independent retail chains and stores throughout
 23 the United States.

24 4. I understand that the Class Action Complaint (the "Complaint") filed in
 25 this action requests that Allstar refund to each purchaser the price paid for one or more
 26 Auto Cool products, plus any related costs associated with said purchase such as taxes,
 27 and shipping and handling. This claim for restitution is made on behalf of a purported
 28 nationwide class of consumers who bought Auto Cool during the period from January

1 1, 2003 to the present.

2 5. Allstar actually began selling Auto Cool products in 2006. Determining
 3 the maximum value of plaintiff's restitution claim, as asserted in the Complaint, would
 4 require the analysis of all amounts that were paid by consumers on direct response
 5 sales, as well as on retail and wholesale sales of Auto Cool during the period in
 6 question. Allstar does not have data on the total amounts that were actually paid by
 7 consumers on retail and wholesale sales, for various reasons including that many of
 8 Allstar's retail and wholesale customers do not report to Allstar the prices and total
 9 amounts that were paid for Auto Cool products by their ultimate purchasers, and Allstar
 10 lacks information about the taxes and shipping and handling that may have been paid
 11 when Auto Cool products were purchased from a retailer or other distributor such as a
 12 catalog company or internet marketer. Accordingly, in discussing the value of
 13 plaintiff's restitution claim below, I am only taking into account the amount paid by
 14 consumers for Auto Cool products purchased in the direct response sales channel. The
 15 actual value of plaintiff's restitution claim as alleged in the Complaint would be higher
 16 than this amount, if sales made in retail and wholesale channels were included as well.

17 6. I have reviewed records pertaining to the direct response sales of Auto
 18 Cool products from inception of the sale of these products (2006) through October 31,
 19 2007, including data on returned merchandise. This data is provided on a regular
 20 ongoing basis to Allstar by its fulfillment center. The data shows that, for this period of
 21 time and limited to sales made to addresses in the United States, net of returns, Allstar's
 22 revenues from consumer purchases in the direct response channel (including shipping
 23 and handling) totaled \$14,458,746, and an additional \$134,346 in sales taxes were
 24 collected from direct response customers. Thus, the value of plaintiff's restitution claim
 25 is at least \$14,593,092.

26 7. It should be noted that all of the sales described above were made by
 27 Allstar Marketing Group, LLC, which is referred to as "Allstar" herein. The
 28 Complaint also names two other entities as defendants -- Allstar Marketing Group, Inc.

1 and Allstar Marketing Corp. To the best of my knowledge, these two entities no longer
2 sell products. In any event, Allstar Marketing Group, Inc. and Allstar Marketing Corp.
3 never sold any Auto Cool products. (To the extent their consent to removal is required
4 and capable of being given, I understand that Allstar Marketing Group, Inc. and Allstar
5 Marketing Corp. give their consent.)

6 8. I understand that the Complaint also seeks injunctive relief, and attorney's
7 fees. The potential value of these items of requested relief is not being addressed
8 herein, but Allstar reserves the right to value them, if appropriate, in connection with
9 this Court's jurisdiction over the action.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct and that this Declaration was executed on November 21, 2007, at Hawthorne, New York.

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 Henny Karreman